

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.  
FOR THE MONTH/YEAR AUGUST 2014  
HEARTLINE OKLAHOMA**

**CALL CENTER:** HeartLine Oklahoma

**COUNTIES COVERED:** 40 counties in Western Oklahoma

**Central Oklahoma:** Canadian, Cleveland, Garfield, Grady, Grant, Kay, Kingfisher, Lincoln, Logan, McClain, Noble, Oklahoma, Payne, Pawnee, Pottawatomie

**Northwestern Oklahoma Counties:** Alfalfa, Beaver, Blaine, Cimarron, Custer, Dewey, Ellis, Harper, Major, Roger Mills, Texas, Woods, Woodward

**Southwestern Oklahoma Counties:** Beckham, Caddo, Comanche, Cotton, Greer, Harmon, Jackson, Jefferson, Kiowa, Stephens, Tillman, Washita

**CALL VOLUME BY AREA (Number & Percentage of Total Calls):**

County	# of Calls	%
Central Oklahoma	8,918	78.87%
NW Oklahoma	71	0.63%
Not Oklahoma	621	5.49%
Other Oklahoma	192	1.70%
SW Oklahoma	548	4.85%
Unknown Location	957	8.46%
Total	11,307	100%

**TOTAL NUMBER OF CONNECTED CALLS THIS MONTH by Service Level**

Service Level Provided to Caller	# of Calls	% of Total
Advocacy /At-Risk (Connects caller to additional assistance)	164	1.45%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	8,176	72.53%
Crisis (Mental health or life threatening intervention and connection to emergency services)	46	0.41%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	1,128	10.01%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	763	6.77%
Total Caller Contacts	10,277	91.17%
Other	995	8.83%
Total Calls Records	11,272	100%

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.  
FOR THE MONTH/YEAR AUGUST 2014  
HEARTLINE OKLAHOMA**

**CALL VOLUME BY HOUR AND PERCENT:**

<b>Time</b>	<b># of Calls</b>	<b>Percent</b>
12:00-01:00 AM	116	1.03%
01:00-02:00 AM	138	1.22%
02:00-03:00 AM	84	0.75%
03:00-04:00 AM	44	0.39%
04:00-05:00 AM	60	0.53%
05:00-06:00 AM	80	0.71%
06:00-07:00 AM	125	1.11%
07:00-08:00 AM	227	2.01%
08:00-09:00 AM	869	7.71%
09:00-10:00 AM	1,182	10.49%
10:00-11:00 AM	1,243	11.03%
11:00-12:00 PM	1,173	10.41%
12:00-01:00 PM	1,085	9.63%
01:00-02:00 PM	979	8.69%
02:00-03:00 PM	956	8.48%
03:00-04:00 PM	862	7.65%
04:00-05:00 PM	654	5.80%
05:00-06:00 PM	357	3.17%
06:00-07:00 PM	274	2.43%
07:00-08:00 PM	189	1.68%
08:00-09:00 PM	156	1.38%
09:00-10:00 PM	171	1.52%
10:00-11:00 PM	128	1.14%
11:00-12:00 AM	120	1.06%
<b>Total Calls</b>	<b>11,272</b>	<b>100%</b>

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.  
FOR THE MONTH/YEAR AUGUST 2014  
HEARTLINE OKLAHOMA**

**CALL MANAGEMENT**

<b>Metric</b>		<b>Goal</b>
Average Speed of Answering Calls: Average time that caller is in message queue prior to connection to a call specialist	1 Min 10 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	18.68%	≤ 10%
Average Time a Caller is in Queue before Abandoning Call: Average time callers responding to auto attendant are in message queue prior to abandoning	1 Min 47 Sec	
Average Length of Incoming Calls: Average talk time for all connected calls not including call record data entry time after call has ended	3 Min 33 Sec	

**NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS**

<b>Language and Translation &amp; Percent of Contacts</b>	<b>#</b>	<b>%</b>
Non-English Calls Total	79	0.70%
Spanish Language Calls	77	0.68%
Other Non-English Calls or Deaf Translation	2	0.02%
% Non English Calls Taken by Bilingual Call Specialists	59	0.52%
% Non English Calls Translated by Tele-Interpreter	14	0.12%
% Non English Calls Translated by 3rd Party on Call	4	0.04%
Deaf Translation Calls Using 7-1-1 Relay Service	2	0.02%

**2-1-1 ONLINE DATABASE**

<b>Web Activity</b>	<b>#</b>
Site Visits	3,243
Search Sessions	3,076
Total Searches	3,880
Average Visit Length	14 min

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.**  
**FOR THE MONTH/YEAR AUGUST 2014**  
**HEARTLINE OKLAHOMA**

**FOLLOW-UP CALLS REPORT**

**Service Quality Follow Up:** *Service Quality Follow-up services provided to a random sampling of caller contacts receiving Assessment of call need assistance. Calls are made within 15 days of original contact date.*

<b>Quality Service Follow-Up</b>	<b>#</b>	<b>%</b>	<b>Goal</b>
Number of Callers Receiving Assessment Services	8,176	72.53% of 11,272	N/A
Number of Calls Flagged For QS Follow Up	193	2.36% of 8,176	5%
Number of Outgoing Calls Made for QS Follow Up	685	N/A	N/A
Callers Contacted For QS Follow Up	111	1.36% of 8,176	2.50%
<b>Results of Quality Service Follow Up</b>			<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	110	99.10% of 111	85%
Callers Who Plan to Use 211 again	109	98.20% of 111	N/A
Callers Who Did Not Contact Referral Agency	28	25.23% of 111	<20%
Callers Who Contacted One or More Referral Agencies	83	74.77% of 111	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	72	86.75% of 83	70%
Callers Contacting Agency Not Receiving Desired Services	11	13.25% of 83	<30%

**MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.***  
**FOR THE MONTH/YEAR AUGUST 2014**  
**HEARTLINE OKLAHOMA**

**AIRS NEEDS CATEGORIES: CALLER NEEDS FOR ALL 2-1-1 CALLERS**

<b>AIRS Needs</b>	<b>Definition</b>	<b>#</b>	<b>Percent</b>
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	11	0.10%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	419	3.65%
Disaster Services	Disaster relief, shelter and recovery services	39	0.34%
Education	Education and Facilities, School supplies, tutoring	349	3.04%
Employment	Job training, career counseling, job search	47	0.41%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1,279	11.13%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1,463	12.74%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	3,566	31.04%
Income Support/Assistance	SS, SSDI, Workman's Comp, Unemployment, Taxes	198	1.72%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	417	3.63%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1,197	10.42%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	461	4.01%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	1,650	14.36%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	56	0.49%
Transportation	Assistance with transportation or transportation for special needs ,	291	2.53%
Volunteers/Donations	Volunteer and or Donation Opportunities	45	0.39%
Total Needs		11,488	100%

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.**  
**FOR THE MONTH/YEAR AUGUST 2014**  
**HEARTLINE OKLAHOMA**

**Unmet Needs:** *The Unmet needs category is a subset of AIRS Caller Needs for all 2-1-1 Calls. A need is identified as unmet when no referral source is available to meet the caller's need. Need may be unmet because 1) service in database does not meet the client's need, 2) service doesn't exist in the callers location or no service can be found in the database for the specific need or 3)client is not eligible for specific services.*

<b>AIRS Needs</b>	<b>Definition</b>	<b>#</b>	<b>Percent</b>
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	1	0.24%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	16	3.85%
Disaster Services	Disaster relief, shelter and recovery services	0	0.00%
Education	Education and Facilities, School supplies, tutoring	24	5.77%
Employment	Job training, career counseling, job search	0	0.00%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	24	5.77%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	37	8.89%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	165	39.66%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	1	0.24%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	8	1.92%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	79	18.99%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	8	1.92%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	6	1.44%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	1	0.24%
Transportation	Assistance with transportation or transportation for special needs ,	44	10.58%
Volunteers/Donations	Volunteer and or Donation Opportunities	2	0.48%
Total Unmet needs		416	100%

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.**  
**FOR THE MONTH/YEAR AUGUST 2014**  
**HEARTLINE OKLAHOMA**

	<b>TOP 15 AGENCY REFERRALS</b>	<b>Agency Type</b>	<b>Count</b>	<b>Percent</b>
1	HLOK482 - CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	1,390	8.63%
2	HLOK4004 - SALVATION ARMY CENTRAL OKLAHOMA AREA COMMAND	Faith-based, Non-Profit	1,337	8.30%
3	HLOK2598 - NEIGHBOR FOR NEIGHBOR	Non-Profit	569	3.53%
4	HLOK730 - CITY RESCUE MISSION	Faith-based, Non-Profit	458	2.84%
5	HLOK16253 - COUNTY OF OKLAHOMA	Public-County	362	2.25%
6	HLOK1713 – HEARTLINE INC.	Non-Profit	337	2.09%
7	HLOK268 - BAPTIST MISSION CENTER	Faith-based, Non-Profit	268	1.66%
8	HLOK3820 - QUAIL SPRINGS BAPTIST CHURCH	Faith-based	233	1.45%
9	HLOK796 - COMMUNITY ACTION AGENCY OF OKLAHOMA & CANADIAN COUNTY	Non-Profit	220	1.37%
10	HLOK4551 - VARIETY CARE FAMILY HEALTH	Private, Non-Profit	218	1.35%
11	HLOK4530 - URBAN MISSION	Non-Profit	217	1.35%
12	HLOK4130 - SKYLINE URBAN MINISTRY	Non-Profit	216	1.34%
13	HLOK4536 - US DEPARTMENT OF HEALTH & HUMAN SERVICES	Governmental	205	1.27%
14	HLOK666 - CHRIST THE KING CATHOLIC CHURCH	Faith-based, Non-Profit	200	1.24%
15	HLOK4244 - ST CHARLES BORROMEIO CONFERENCE	Faith-based, Non-Profit	195	1.21%
	Top 15 Referrals		6,425	39.91%
	Other Referrals		9,674	60.09%
	Total Referrals		16,099	100%